



Interactive Electronic Commerce and Message Interchange System
Featuring Delivery of Messages Tailored to Individual Users

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CROSS-REFERENCE TO RELATED APPLICATION

[0001] The present application claims priority from U.S. provisional patent application Ser. No. 60/395,579 filed July 12, 2002 and entitled 'Interactive Electronic Commerce and Data Interchange System Featuring Universal Digital Assistant,' and U.S. provisional patent application Ser. No. 60/395,578 filed July 12, 2002 and entitled 'Interactive System Allowing for Mass Media Delivery of Advertising, Promotion, Electronic Commerce and Data Interchange Messages to be Multiplexed and/or Tailored to Individual User Characteristics.'

FIELD OF THE INVENTION

[0002] The present invention relates to electronic commerce and, more particularly, to methods, apparatuses and systems facilitating and/or enabling an interactive electronic commerce system that delivers advertising, and other electronic commerce and data interchange messages adapted to individual user characteristics.

BACKGROUND OF THE INVENTION

[0003] Commercial network television has been recognized as a powerful and efficient medium for broadcasting advertising messages to a large, widely disbursed audience. One major drawback of television advertising, however, is network television's ability to do nothing more than deliver advertising messages to a large and relatively undifferentiated audience. Network television, for example, can not by itself provide coupons to, or otherwise interact with, interested viewers.

[0004] Traditionally, discounts and other such benefits, e.g. free samples and the like, have been provided or authorized by way of hard copy printing of coupons in newspapers, magazines, mailer brochures and the like. While such printed authorizations, e.g. coupons have been effective and extensively used, they have presented certain problems. Printed coupons require a substantial amount of time to prepare and deliver to the potential user. For example, one may need three months or more to print and deliver such printed coupons. The need for the

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for entry.
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